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social guide

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General Media

Please see the general guidelines required for cooperative usage of MDT brand elements in various approved forms of media. Specific criteria and additional usage guidelines are included in the respective Co-op Program Information documents.

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual materials as to its content and appropriateness for the public and for the state's effort to promote tourism. Pre-approval by the Division of Tourism is required for all co-op advertising.

CONTENT TENETS

Package to the platform:
Lean in to platform strengths and distribute the right content type on the right channels.

The upside of earned:
Collaborate with PR to elevate tentpole content while flowing earned into social.

Leveraging assets:
Tap into our deep well of assets to create consistent programming ("same time, next week") that's engaging and effective. Introduce new programming every season and make top performers permanent.

It's pay and play, not pay to play:
On-page organic content and dark ads should play nice — working in tandem to elevate key brand messages, goals and sales priorities.

Regional relevance:
Work with local leads to elevate key content initiatives and increase relevance in priority areas (and vice versa).

ALL THINGS MO

Mo = your guide to all things Missouri

MO = the state; can also spell out as Missouri

M-O = the place, activity, vibe, etc., you're interested in

Social Channels Overview

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CHANNEL OVERVIEWS

Facebook

- World's largest social platform, with more than 2.45B active global users.
- Harder to "break through the clutter" — only 6% of organic content will be seen.
- Routinely updates algorithms — prioritizes high-engaging content.

Twitter

- Has 330M active global users.
- Platform is largely used for news/link sharing, sharing "snippets" or roundups of information, and one-on-one engagement.
- Voice/tone is key on Twitter, and successful brands strive for a distinct one.

Instagram

- Has 1B monthly users and 500M daily Story users.
- 50% of accounts use Explore monthly.
- Use of hashtags is important for visibility (e.g., Instagram Explore + hashtag followers); emojis are widely used.

YouTube

- Has 2B monthly users worldwide.
- 79% of internet users have their own YouTube account.
- Users find content by searching or when viewing other relevant content.

Pinterest

- Has 322M monthly users worldwide.
- 47% of Pinners log onto the site specifically to shop.
- Average time spent on-site is 14.2 minutes.
- Used for shopping, planning activities and learning things.

TikTok

- Has 1B active monthly users.
- TikTok users spend more than 850 minutes per month on the app.
- 167M TikTok videos watched in an internet minute.
- Most popular categories in order: entertainment, dance, pranks, fitness/sports, home reno/D.I.Y., beauty/skincare, fashion, recipes/cooking, life hacks/advice, pets, outdoors.

Social Channels Overview
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CHANNEL BEST PRACTICES

Facebook

- Limit posts to three to four per week.
- Limit shares to one to two per week.

Twitter

- Twitter posts with 120-130 characters tend to perform best.
- Retweets are a powerful tool to share content from partners.

Instagram

- Brands post an average of two-and-a-half Stories per week.
- Shoot for three to four posts per week.
- Always share strong media.
- Reels can be a strong method of sharing videos for view counts.

YouTube

- Consistent timing achieves more coverage.
- Videos should be SEO and keyword optimized.
- Thumbnails should be carefully selected and curated.

Pinterest

- Go for vertical imagery/video, descriptive copy and text overlay.
- Give context to help people understand why they need to click on your image.
- Include logo in creative.

TikTok

- Take advantage of existing trends.
- Find a balance between entertainment and promotion.
- Use partnerships to boost brand awareness.
- Give TikTokers full-screen focus.
- Variety is key for product placement.
- Connect through call to action opportunities.
- Maximize impact with effective timing.
- Post often and with authentic content.
- Have a sense of humor.

Social Specs

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FACEBOOK BUSINESS PAGE

Profile Photo — 180 x 180 px

Cover Photo — 1640 x 625 px

- Mobile view crops, displays 640 x 360 px (be aware of cropping)
- Leave room for the profile picture cutout (168 x 103 px, spaced 24 pixels from the left edge of the cover photo)
- Images with a logo or text may be best as a PNG file

Cover Video — 1640 x 924 px

- Displays as 1640 x 624 px
- 20-90 seconds
- Loops

Timeline Creative - Flexible

- 4:5 aspect ratio images and video perform best as they take up the most real estate on the timeline

For the most up to date asset specification information, Meta has a large library of resources here.

INSTAGRAM

Profile Picture: 110 x 110 px

Image Posts: 1080 x 1080 px (1:1) | 864 x 1080 px (4:5)

Video: 4:5 aspect ratio recommended, max 60 seconds

Instagram Stories: 1080 x 1920 px; max 4GB; :15 video

For the most up to date asset specification information, Meta has a large library of resources here.

Social Specs CONTINUED

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TWITTER

Profile Photo: 400 x 400 px | 2MB

Header Photo: 1500 x 500 px | 5MB

- Leave room for the profile picture cutout on the bottom left corner
- 53 px buffer zone on top and bottom

Timeline Creative - Flexible

- 1:1 aspect ratio images and video perform best as they take up the most real estate on the timeline
- 6 second video auto-loops

For the most up to date asset specification information, Twitter has a large library of resources here.

YOUTUBE

Channel Cover Art: 2560 x 1440 px | 4MB

Be mindful of the profile picture in the bottom left corner.

At the minimum dimension, the safe area for text and logos: 1235 x 338 px

Resizes to the below on various devices:

- Video: Minimum HD 1280 x 720 (16:9)

PINTEREST

Profile Photo: 165 x 165 px | 10MB

Board Thumbnail: 222 x 150 px

Image Feed: 600 px (scaled height, reco 2:3 to 1:3.5)

TIKTOK

Profile image: square image | 50 KB

App name or brand name: 4-40 characters (app) or 2-20 characters (brand)

Ad description: 1-100 characters, no emojis

Video: 720px resolution | 500MB

- Aspect ratio: 9:16, 1:1, or 16:9.
- Vertical videos with a 9:16 ratio perform best.
- Duration: 5-60 seconds. TikTok recommends 21-34 seconds for top performance.
- File types: .mp4, .mov, .mpeg, .3gp, or .avi

For the most up to date asset specification information, TikTok has a large library of resources here.

Social Post Formats

❶ FACEBOOK

Overarching best practices include strong imagery and web links, and keeping copy at a moderate length.

Include location tag when applicable.

Properly tag partners or sources.

UGC attribution (📸: handle via channel OR in post copy).

Insert a bit.ly website link at the end of the post to not distract from your writing (not always necessary).

As the most used and diverse platform, Facebook posts can be short and sweet or contain longer, in-depth writing.

When sharing another page's content on Facebook, remember to add your own comment with the original post. That way, content will not be duplicative and will maintain your brand identity while supporting a partner.
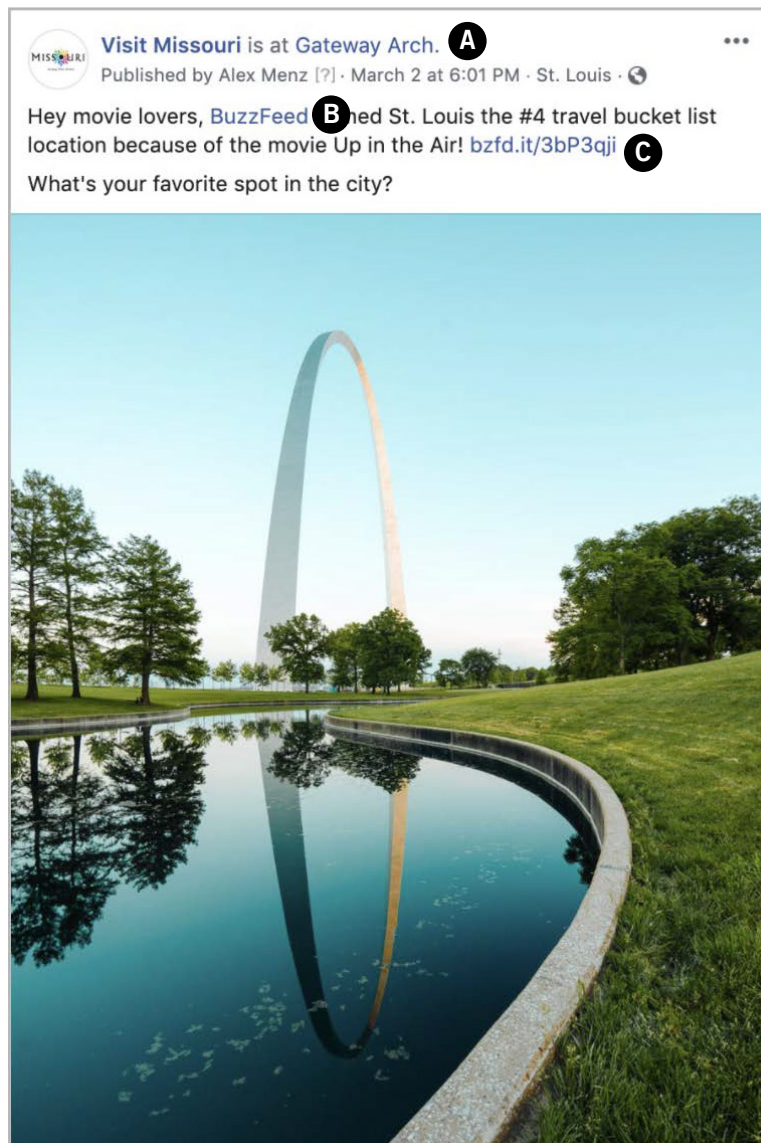
A. Location tag
B. Partner/sources tag
C. bit.ly website link

❷ TWITTER

With a a limit of 280 characters, Twitter asks for "crisp and clever" content.

Use strong imagery to get users to stop scrolling through the 5 million other tweets put out daily.

Recommended hashtags: one to two.

Link to website.

You can retweet directly with no content and keep original imagery or retweet with a comment that allows you to add context but could possibly hide imagery.

A. Hashtags
B. Website link

Social Post Formats

❸ INSTAGRAM

People want to see beautiful pictures on Instagram, not read text. Text should be complimentary to your image, as you cannot directly link out to additional content (and context).
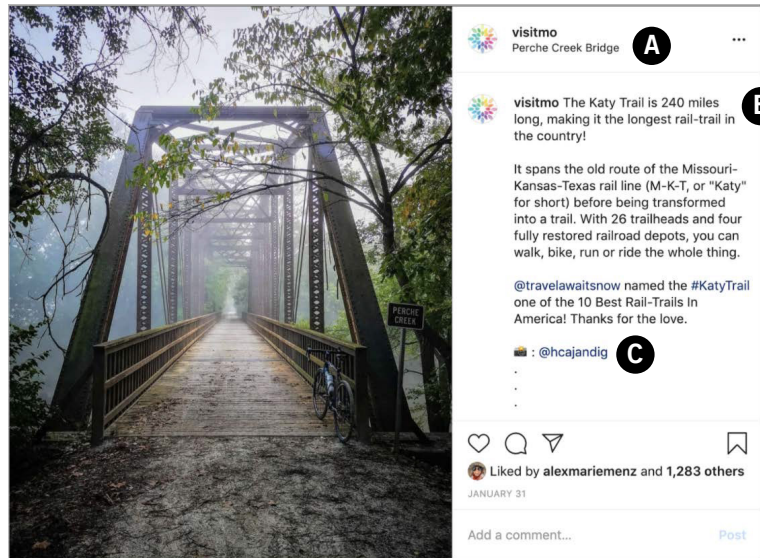
Include location tag when applicable.

Applicable hashtags and UGC sourcing (📷: @handle or in post copy).

Short copy upfront.

Hashtags displayed in the first comment.

Find/secure UGC content through CrowdRiff.

A. Location tag
B. Short, upfront copy
C. UGC source tag

Social Post Formats

④ PINTEREST

As a search platform, Pinterest thrives on posts with full context. Make sure what you are posting provides the answer to what people are looking for.
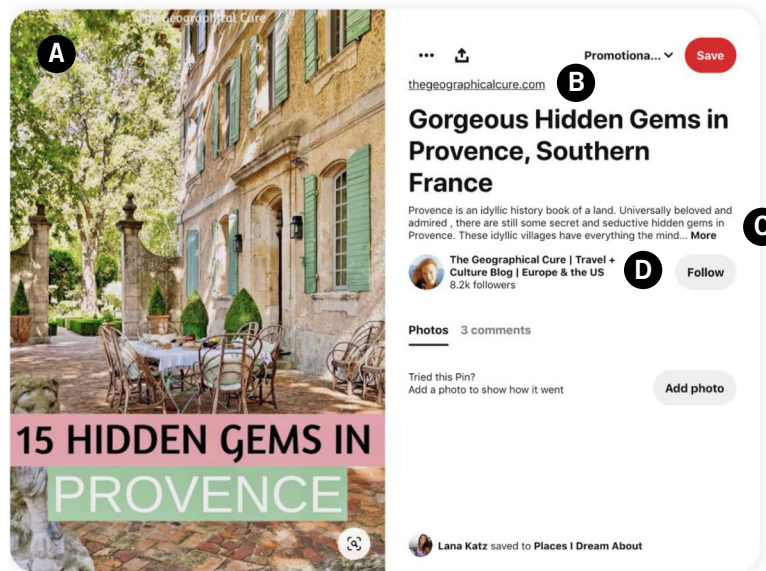
High-quality image.

Accompanying title and/or descriptive picture.

Links with UTM parameters.

Attribution.

Snappy, SEO-rich description.

A. High-quality image
B. Link
C. Description
D. Attribution
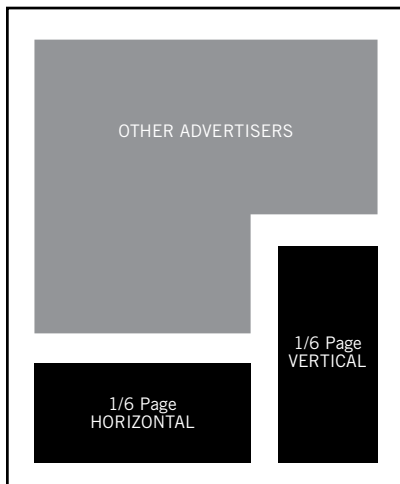
Three Steps to a Great Ad

❶ KNOW THE CONTEXT

KNOW THE SIZE

The size and placement of the ad will affect every design decision. Visuals that work well in a full-page ad might not work well in a sixth or web banner.

KNOW THE SURROUNDINGS

If the ad is a full page, there is little visual competition. If the ad is one of six on a page or a small banner on a complex website, there is a lot of competition. This will affect how you communicate.

A

B

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C

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MISSOURI
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E *Visit sample co-op at www.samplecoophere.com*

FULL-PAGE SAMPLE

A. Full-page background image
B. Headline
C. Body copy
D. Logos
E. CTA (call to action)

OTHER ADVERTISERS

1/6 Page
VERTICAL

1/6 Page
HORIZONTAL

1/6 PAGE SAMPLE

Three Steps to a Great Ad

CONTINUED

❷ CREATE A VISUAL HIERARCHY

The purpose of an ad is to communicate and incite action. The best communication is clear communication. Think about what you want the reader to see first and make that stand out. Grab the reader with the most important information and then lead them through the rest in a logical way by varying size and color.

Example:

In this layout, your eye is likely drawn to the bold headline first. From there, your eyes are conditioned to read from left to right, from the body copy to the logos — ending on the call to action.

❶

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❹ *Visit sample co-op at www.samplecoophere.com*

FULL-PAGE SAMPLE

1. Headline
2. Body copy
3. Logos
4. CTA (call to action)

Three Steps to a Great Ad

CONTINUED

❸ MANAGE THE ELEMENTS

There are three basic elements that need to be arranged to create a clear visual hierarchy. All the elements of the ad should work together to communicate the message. Don't be afraid of leaving open space — overcrowding is visually confusing and unappealing.

Typography

- Use fonts that are easily readable. It's great to have fun with unconventional type, but make sure the important info is still readable.

- Depending on the ad size, limit the number of different fonts used to two or three — any more than that, and the ad will lack visual unity.

- For body copy, try to keep the font size in the 8-10 pt. range for print, 12-14 pt. for digital.

- Contrast between the font color and background is very important to ensure readability.

- Make sure ads present a next step, like how to learn more or get in touch.

- Avoid using effects like drop shadows and bevels on type. The purpose of text is to communicate, so making it more visually confusing is counterproductive.

Color

- Color should be used to create emphasis and should add control, not confusion, to an ad.

- Selecting a palette of colors that work well together will contribute to the ad's visual unity.

- If brand colors exist, using those will help reinforce this message.

Images

- Selecting photography or illustration appropriate for the ad's size is important. A complex photo with lots of detail on a small ad will be very hard to see and will lose its effectiveness.

- Make sure images are a high enough resolution: 300 dpi at 100% for print, 72 dpi for digital.

- Using photography as a background can be effective if the image is simple enough so that the text can be easily read.